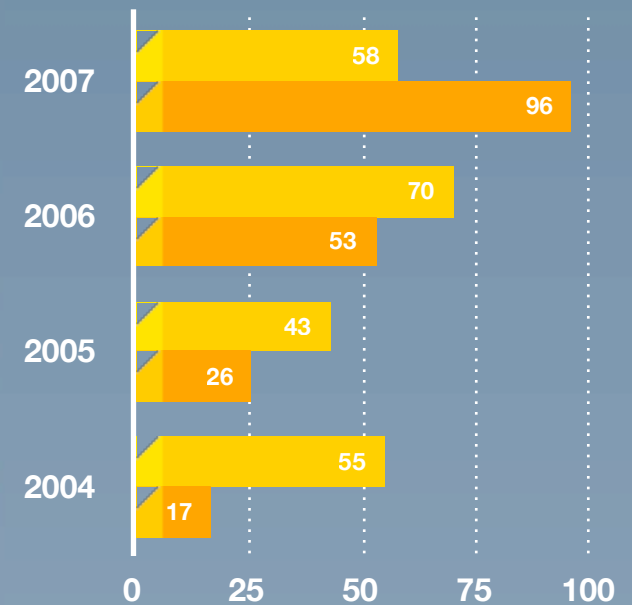


Christian Format Study

A Look Inside One of
America's Fastest Growing
Radio Formats



Background of Study

McVAY//MEDIA

MindSpinTM
RESEARCH



- ◉ WHEN: Spring 2005
- ◉ WHO: 2000 Interviews with persons aged 12+
- ◉ GOAL: Better understand expectations relative to Christian music format

Background of Study

Listeners were asked questions about their:

- ⦿ Music Tastes
- ⦿ Morning Shows
- ⦿ At-work listening preferences
- ⦿ Prizes and promotional interests
- ⦿ Religious identification

What is the Christian Format?

- Majority of Christian radio stations position themselves around positive or inspirational music.
- Artists most widely identified with Christian music genres are: Steven Curtis Chapman, Third Day, Newsboys, Mercy Me, Amy Grant and Michael W. Smith



What is the Christian Format?

- ◎ Christian Contemporary Stations grew from 367 to nearly 600 between 1993 and 2005
- ◎ 7 million consumers tune into Christian radio each week
- ◎ Mind Spin Research and McVay Media report that P1 composition is 74% female among adults aged 25-54

3 main types of music

◎ Christian Adult Contemporary

Avalon, Michael W. Smith, Steven Curtis Chapman, Mercy Me and Jaci Velasquez

◎ Christian Contemporary Hits

Switchfoot, ZoeGirl, Newsboys, DC Talk, and Jars of Clay

◎ Praise/Inspo

Katinas, Mercy Me, Darlene Zschech, Michael W. Smith and Ray Boltz

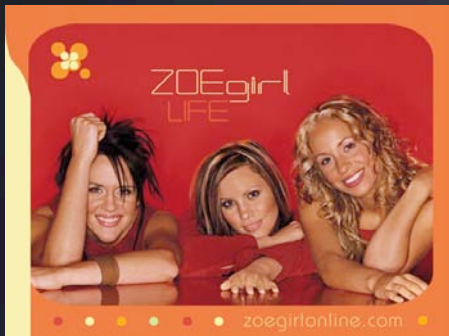
3 main types of music

- Christian Adult Contemporary
(Described as a mix of the top songs from the past several years and today by artists like Avalon, Michael W. Smith, Steven Curtis Chapman, Mercy Me, and Jaci Velasquez)



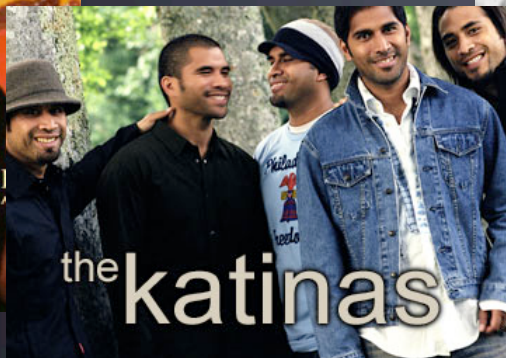
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3 main types of music

- Praise/Inspo
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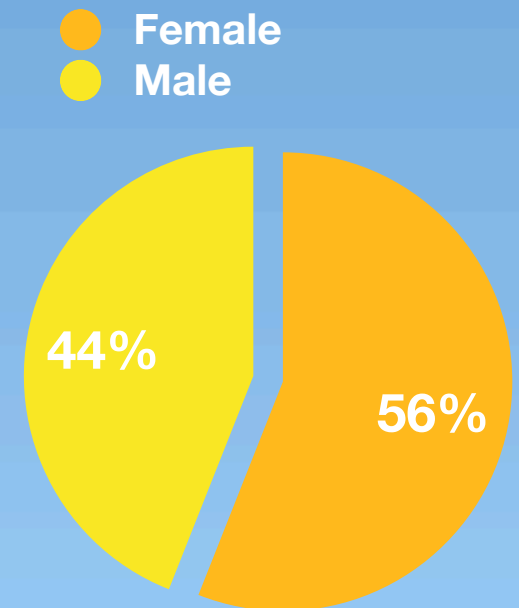
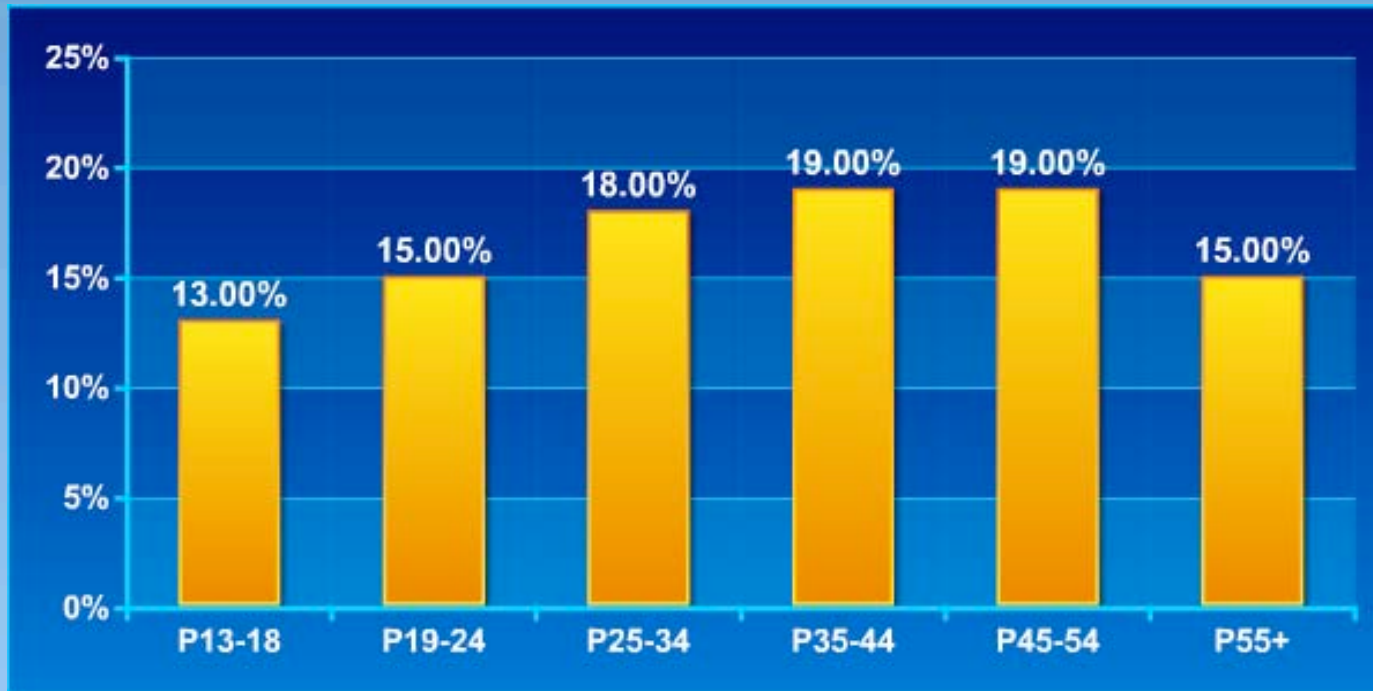
Demographic Appeal



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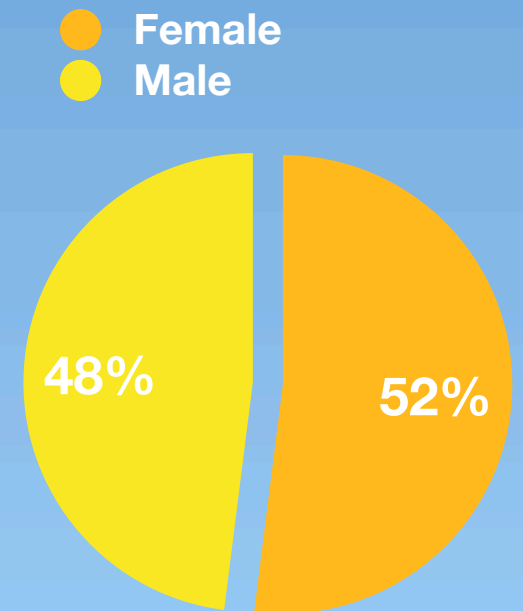
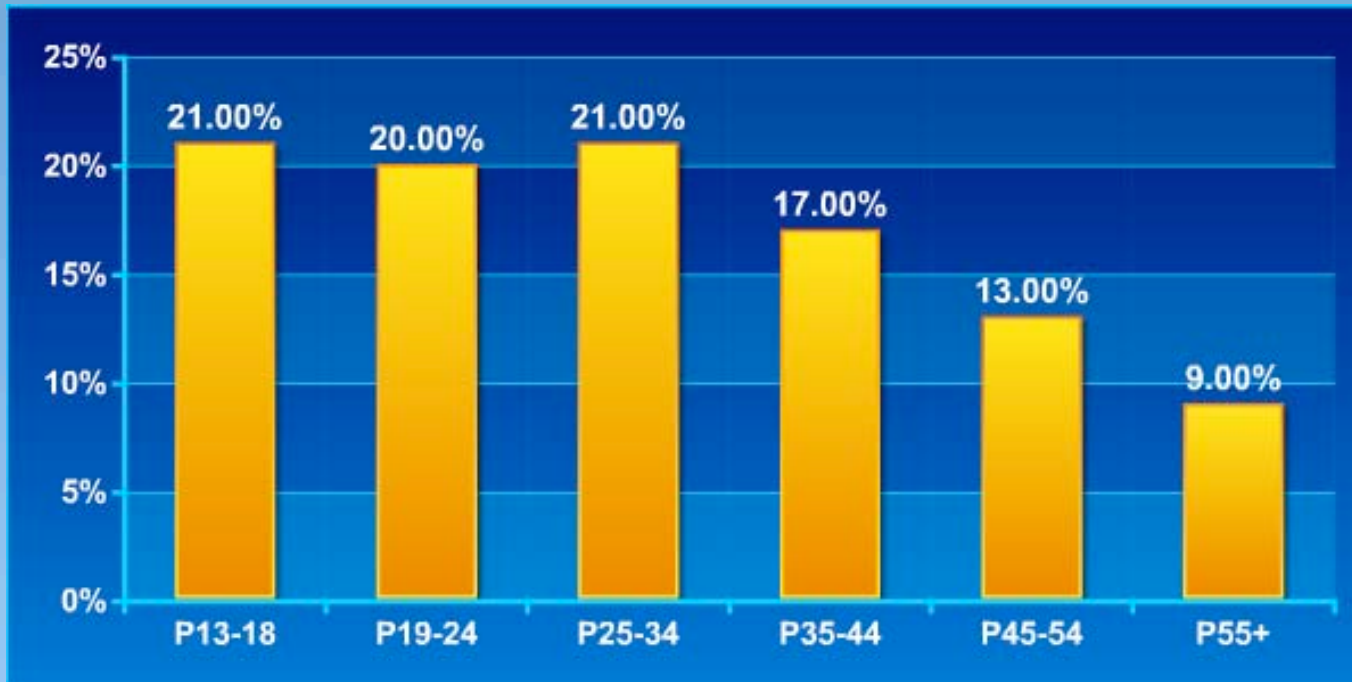
Demographic Appeal

◎ Christian Adult Contemporary



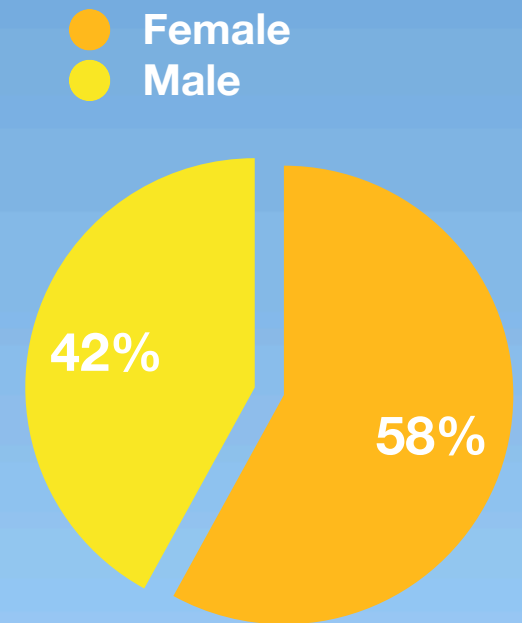
Demographic Appeal

Christian Contemporary Hits



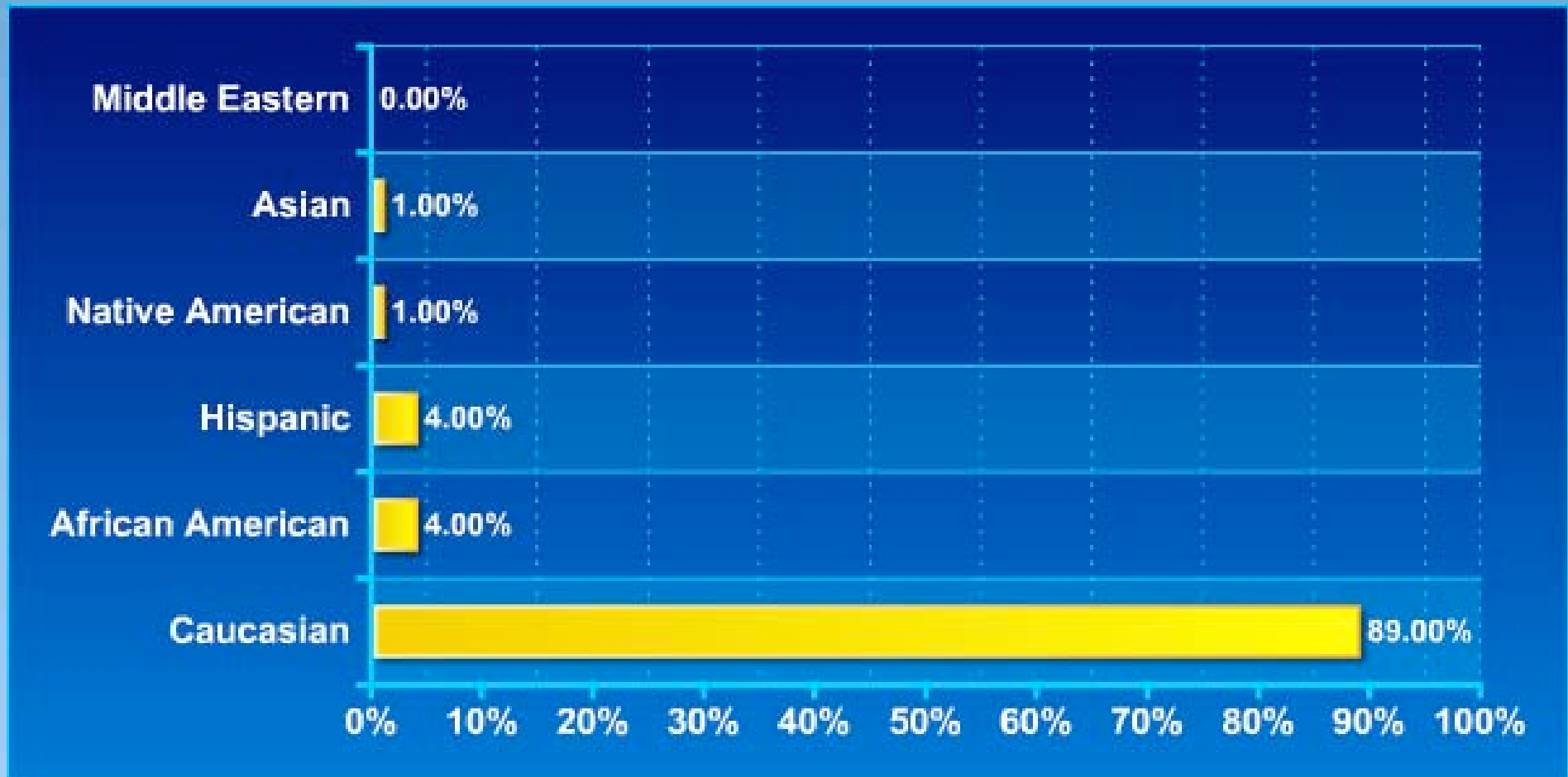
Demographic Appeal

◎ Praise and Inspo



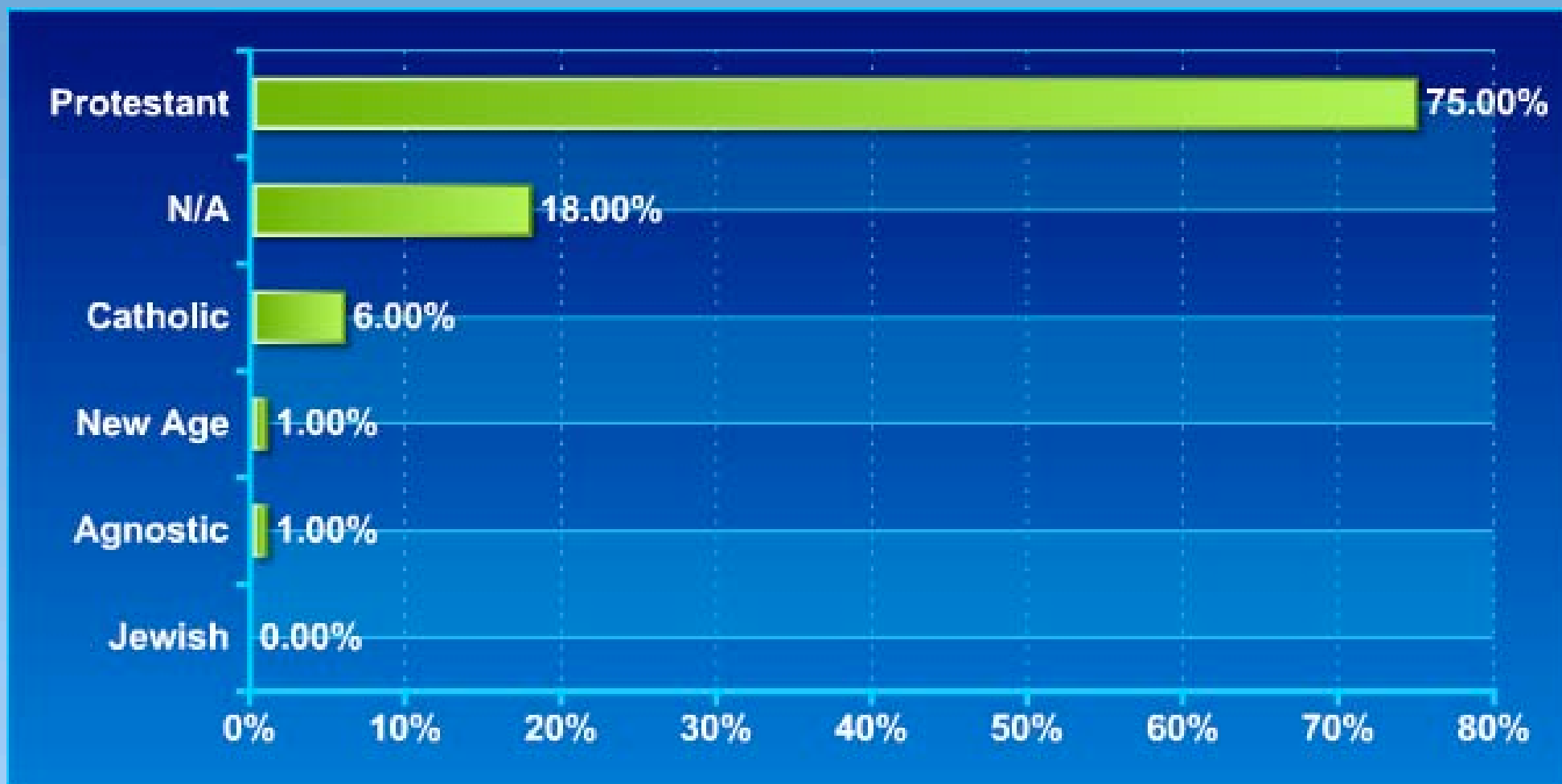
Demographic Appeal

⦿ Ethnicity



Demographic Appeal

◎ Religion



Demographic Appeal

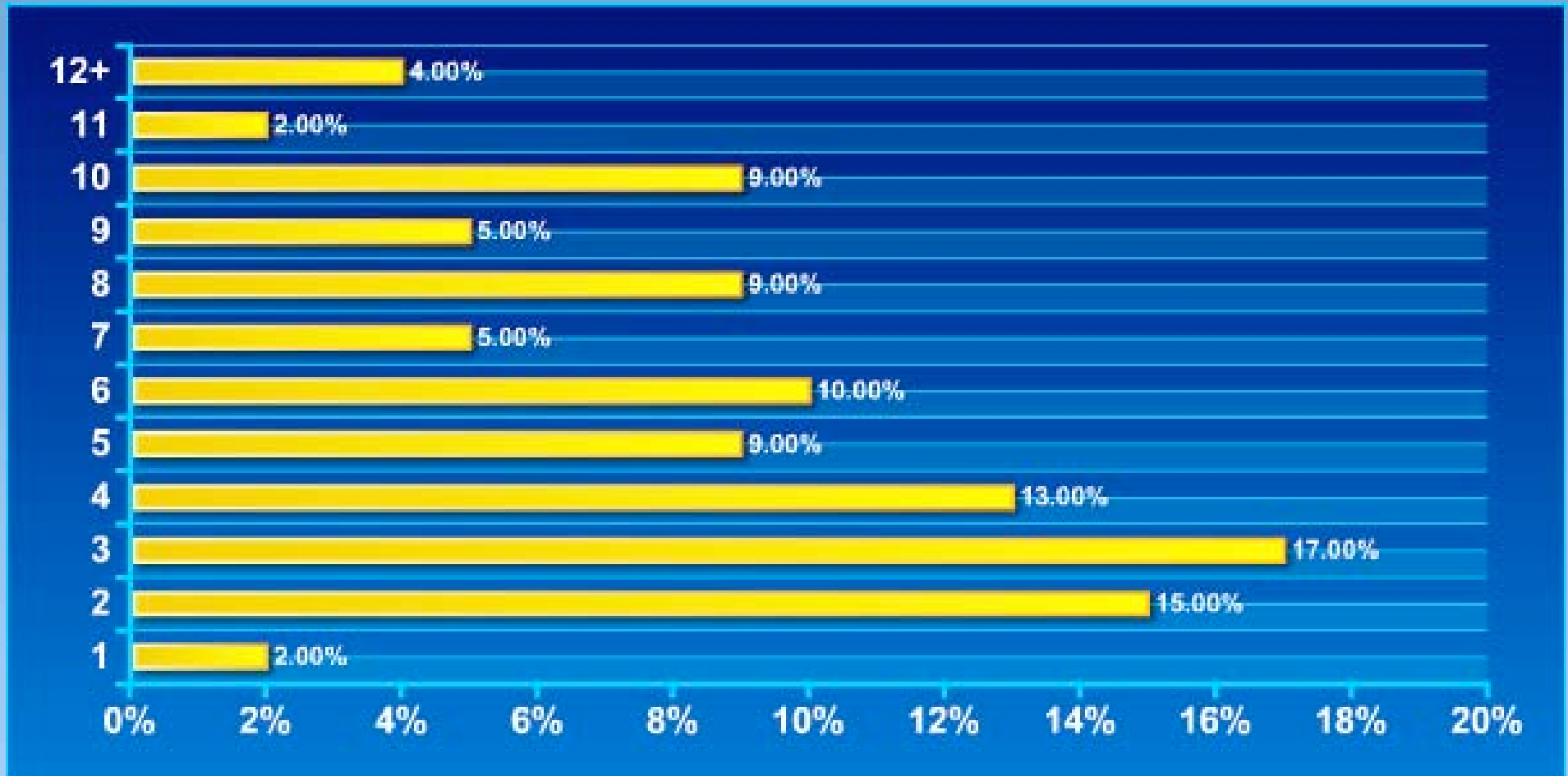
- ◎ Church Attendance



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Listening Hours Per Average Weekday

◎ Radio Listening Hours Per Weekday



Demographic Appeal

- ◎ Largely “middle-income” earners



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Demographic Appeal

- © Christian Adult Contemporary P1 Income



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Demographic Appeal

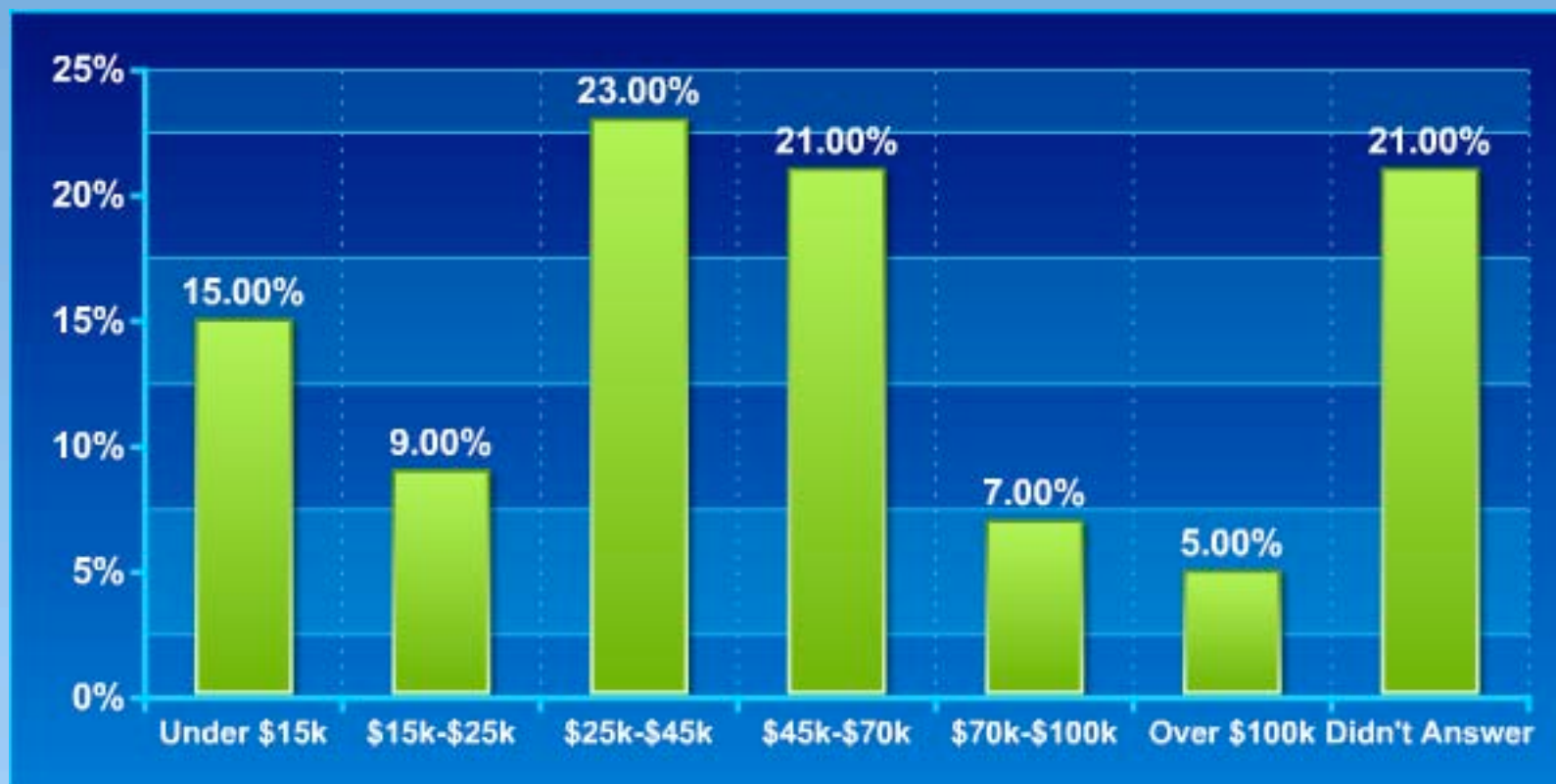
- © Praise/Inspo P1 Income



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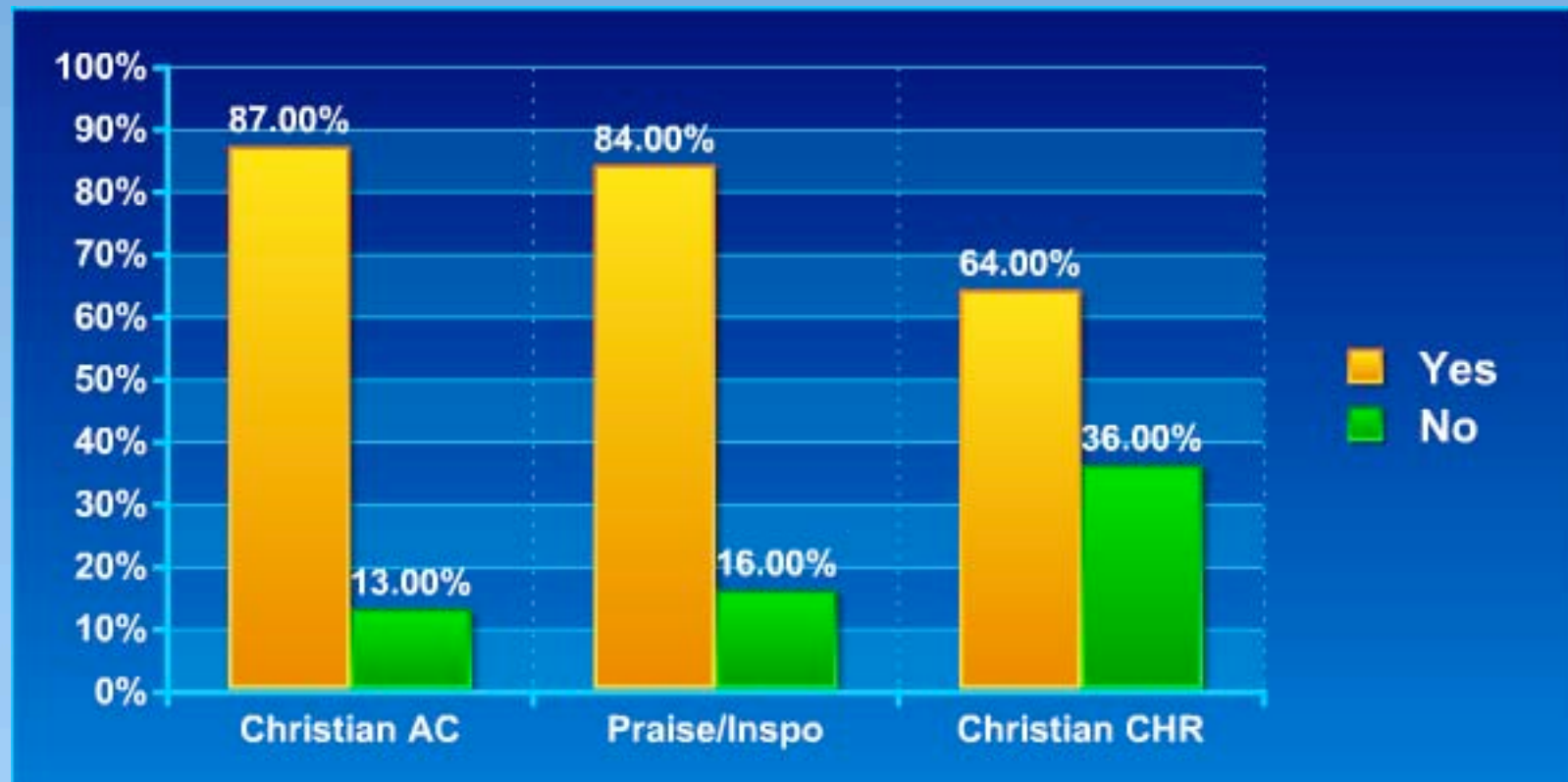
Demographic Appeal

◎ Christian Contemporary Hits P1 Income



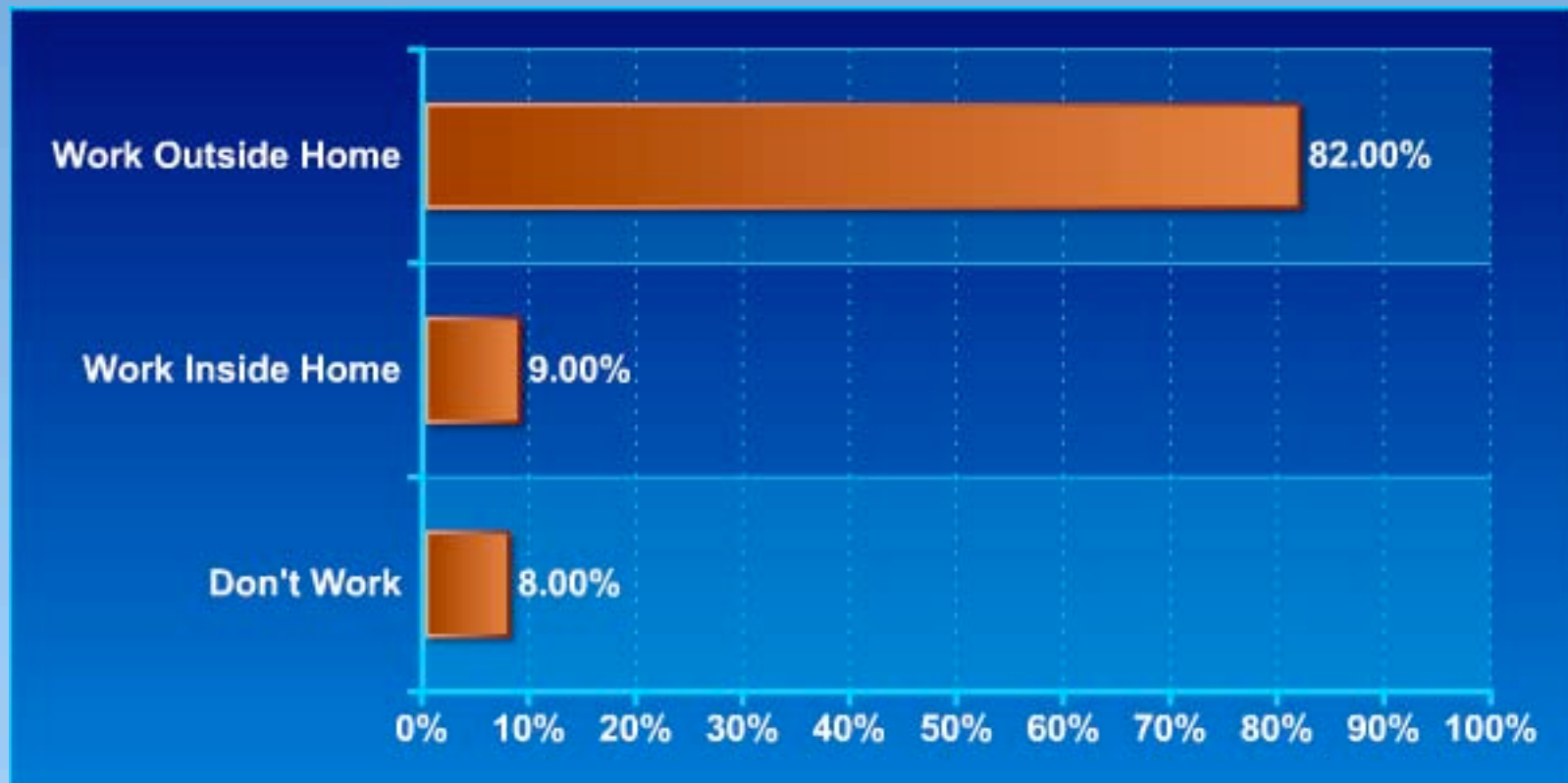
At-Work Listening Potential

- ◎ We asked 25-54 year old adults who already listen to the radio at work..”Would you listen to this station at work?”



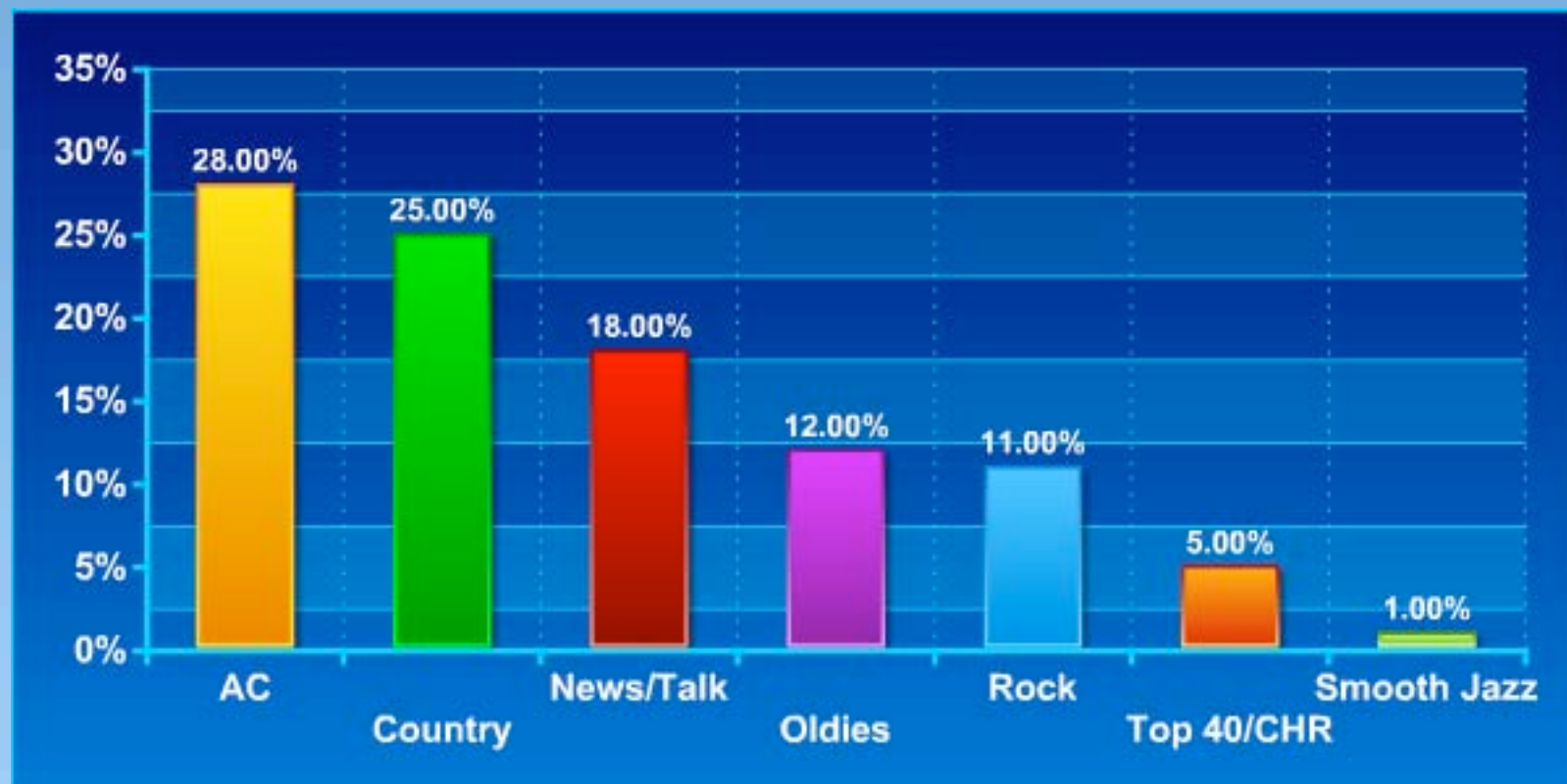
At-Work Listening Potential

- Majority work full-time or part-time outside of the home



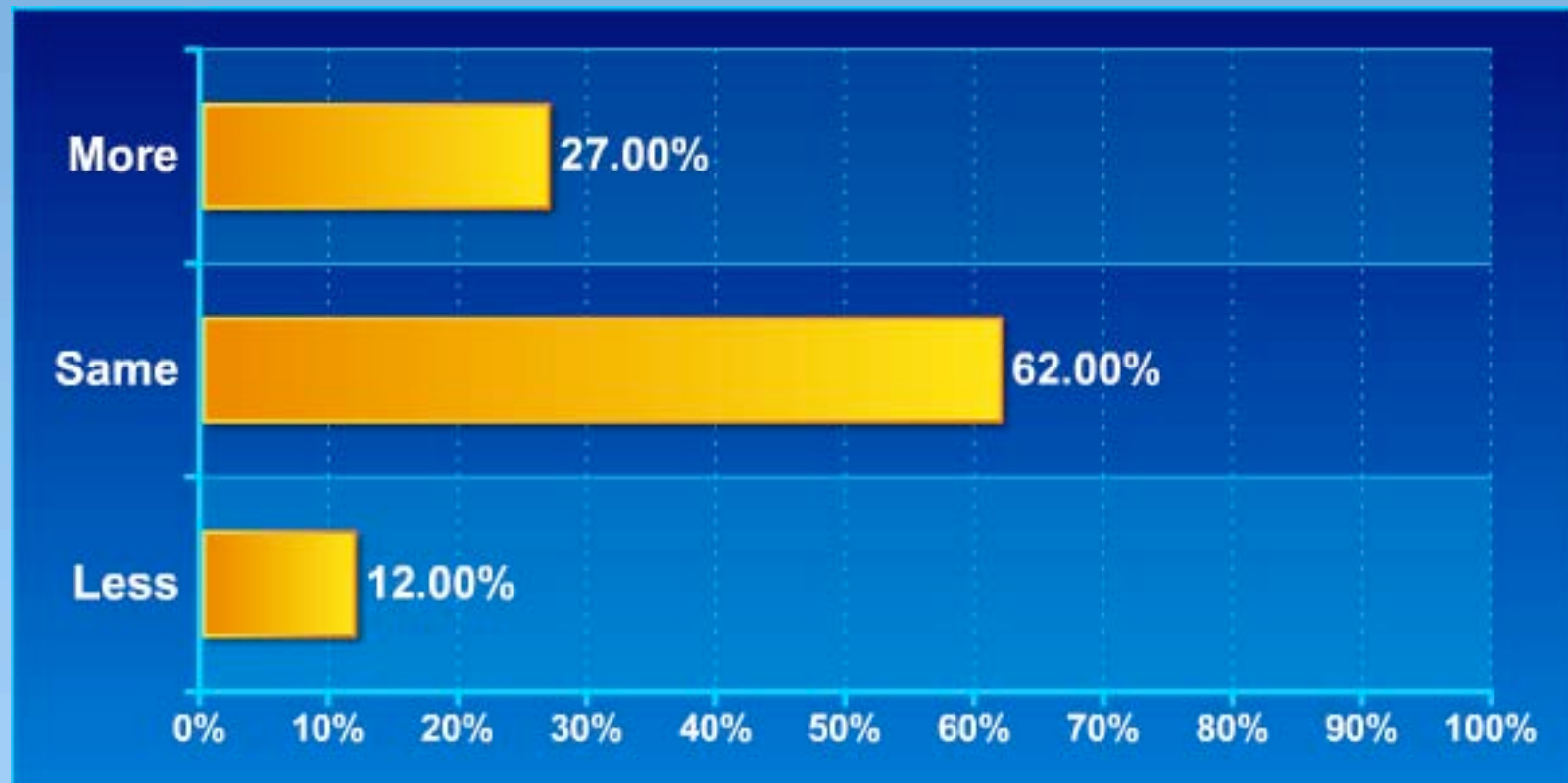
At-Work Cume Duplication

- Christian music P1's who say they might listen to Christian music at work are P2's to the following formats:



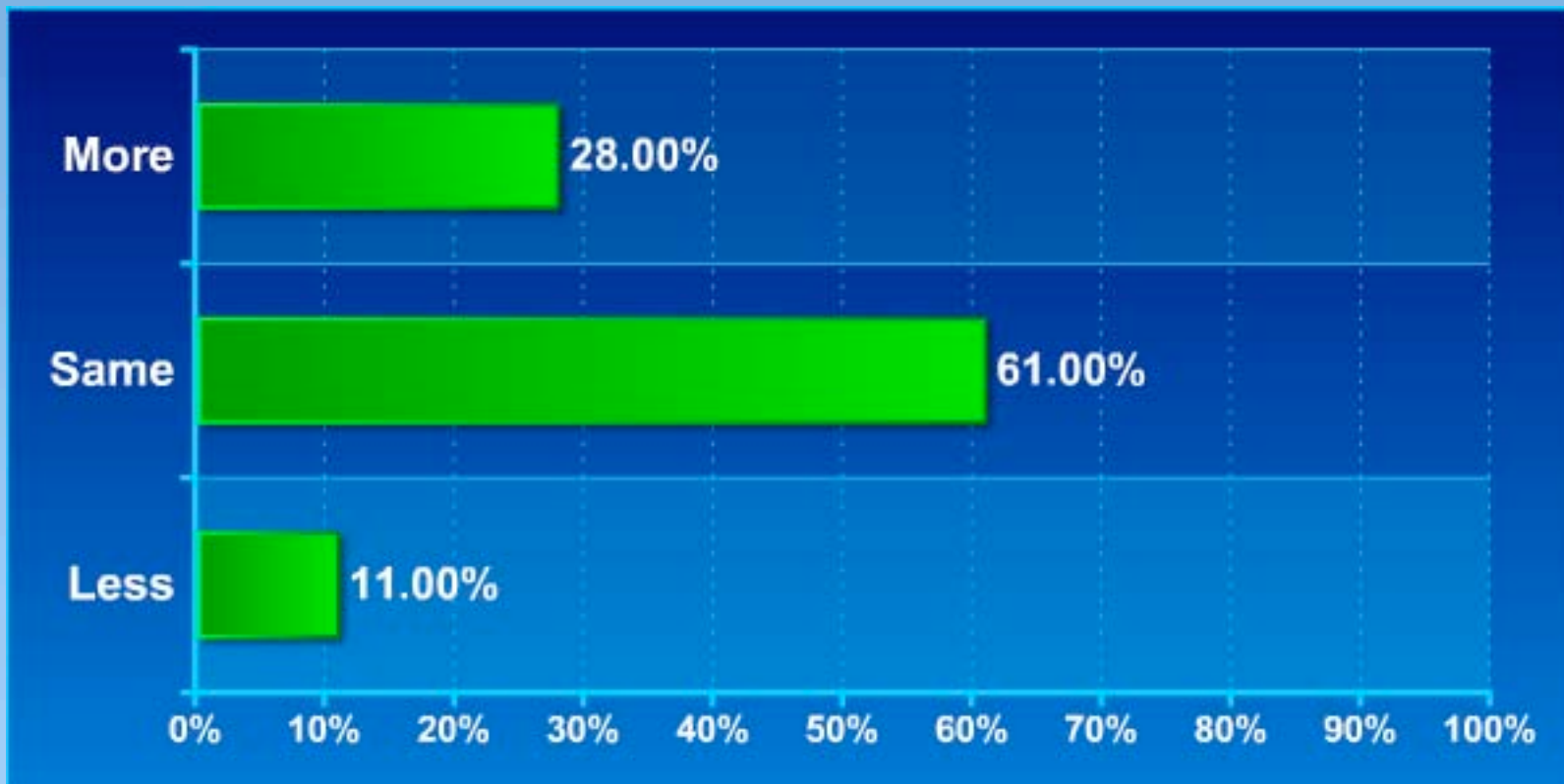
Morning Radio Listening

- ◎ Persons 25-54
- ◎ During the **mornings**, are you listening more to that station, about the same amount, or less than you were about a year ago?



Morning Radio Listening

- ⦿ Women 25-54
- ⦿ During the **mornings**, are you listening more to that station, about the same amount, or less than you were about a year ago?



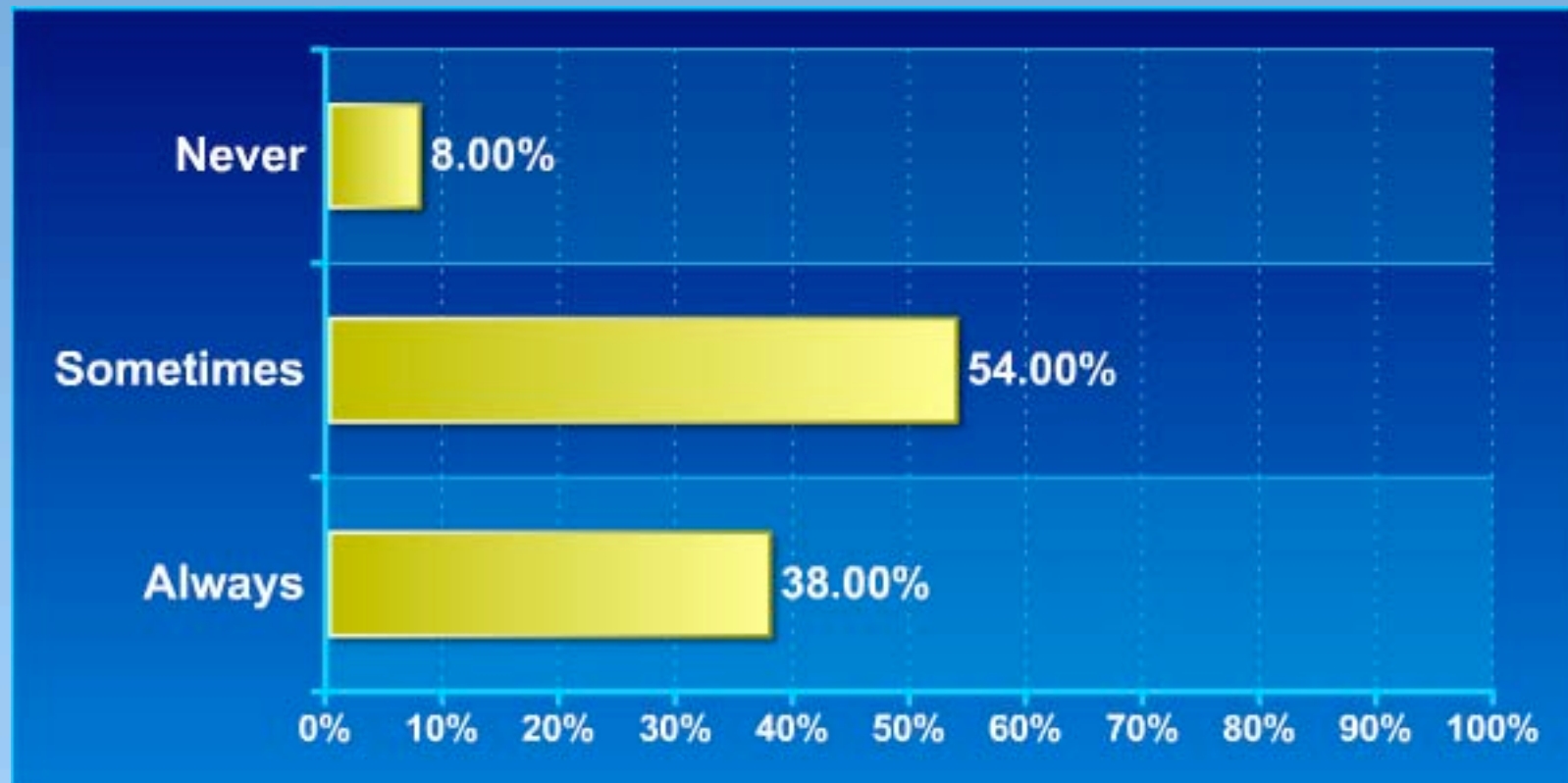
Morning Radio Listening

- ⦿ Christian Listeners Adults 25-54
- ⦿ Do you listen to the radio in the morning?



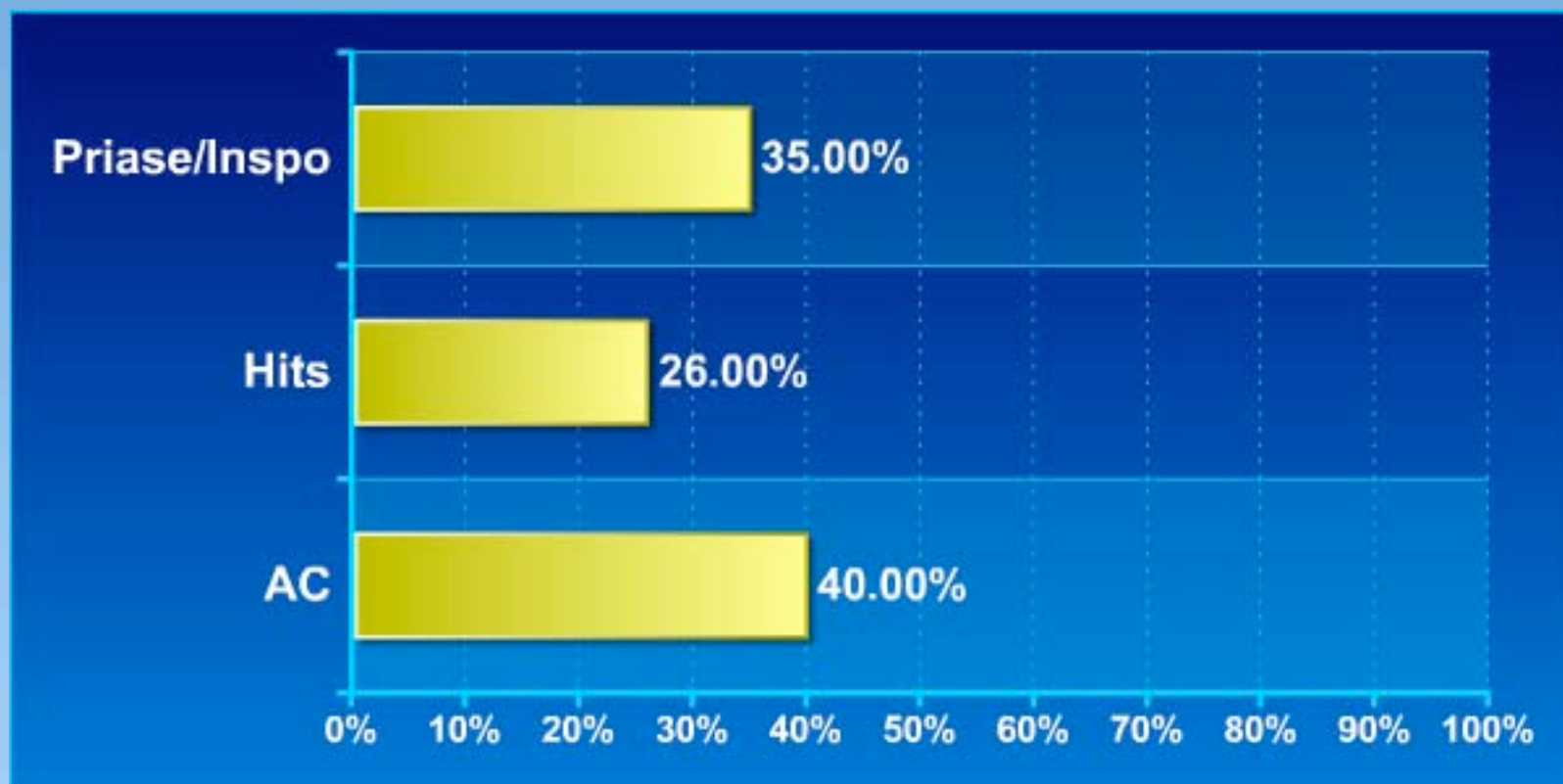
Morning Radio Listening

- ⦿ Christian Listeners Persons 18+
- ⦿ Do you listen to the radio in the morning?



Morning Radio Listening

- Among P18+ Christian Listeners who *always* listen to morning radio, most are P1's of Christian Adult Contemporary.



Morning Radio Listening

- ◎ Persons 25-54 who listen to morning radio, say they'd like to hear more:



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Morning Radio Listening

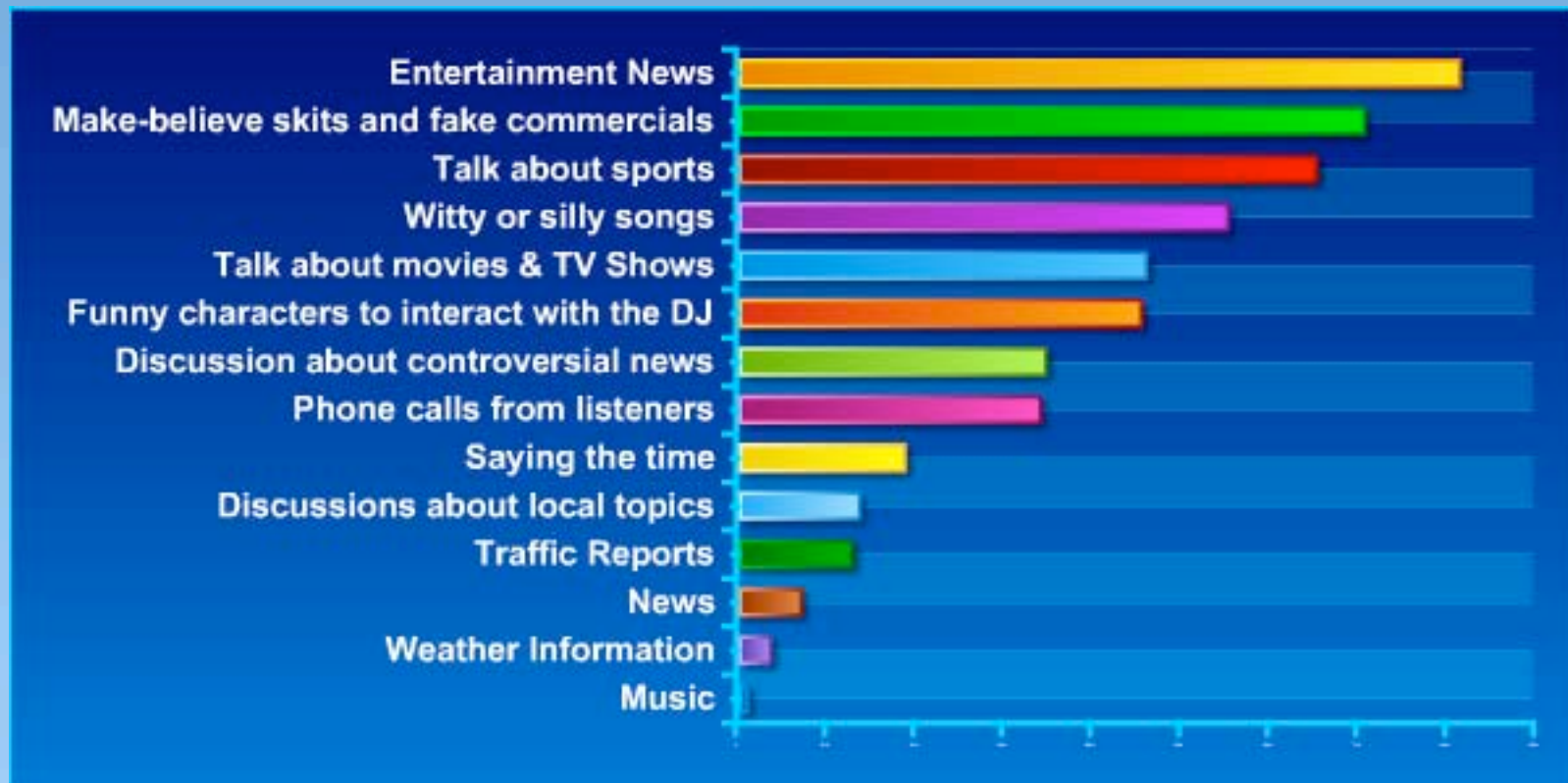
- ◎ Morning listeners 25-54 say they'd like to hear the same amount of:



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Morning Radio Listening

☉ Morning listeners 25-54 say they'd like to hear less of:



Elemental Importance

- ◎ Persons 18+ say the following are very important:



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Elemental Importance

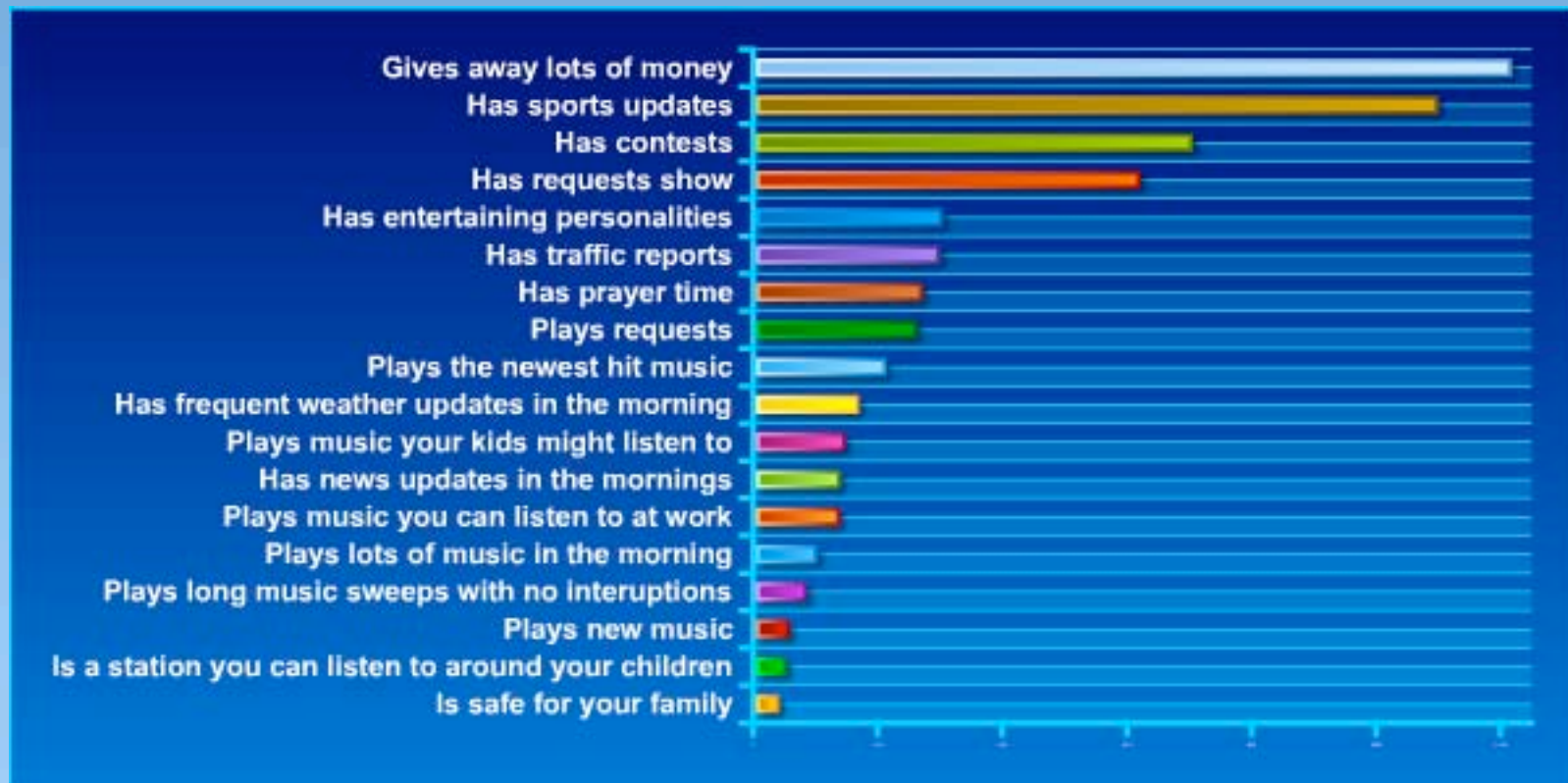
- ◎ Persons 18+ say the following are somewhat Important



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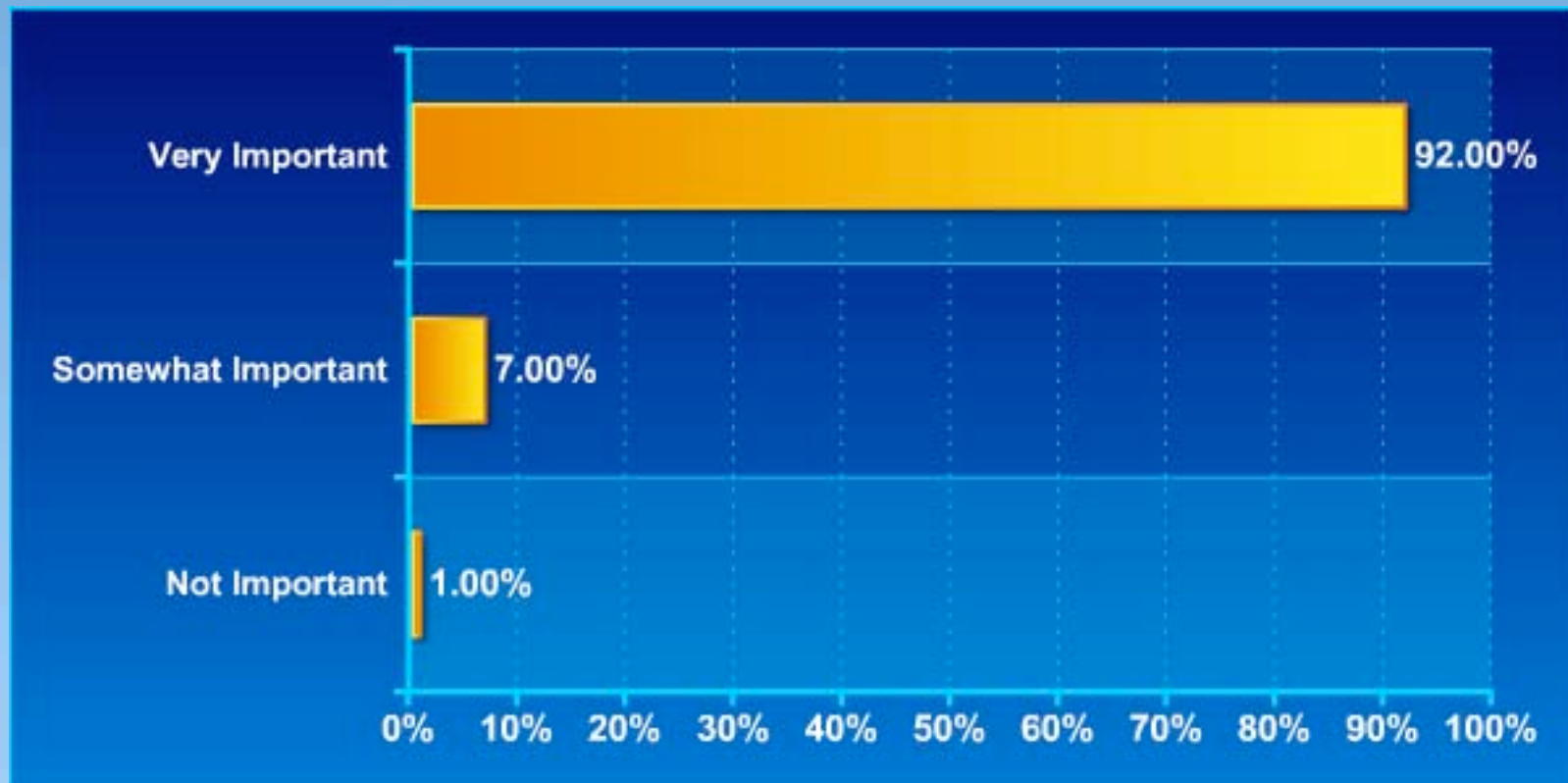
Elemental Importance

◎ Persons 18+ say the following are not important:



Family Safe

- ⦿ How important is it that a radio station is one you can listen to around children?
- ⦿ Persons 18+ with one or more children



- ⦿ How important is it that a radio station is one you can listen to around children?
- ⦿ Persons 18+ with no children



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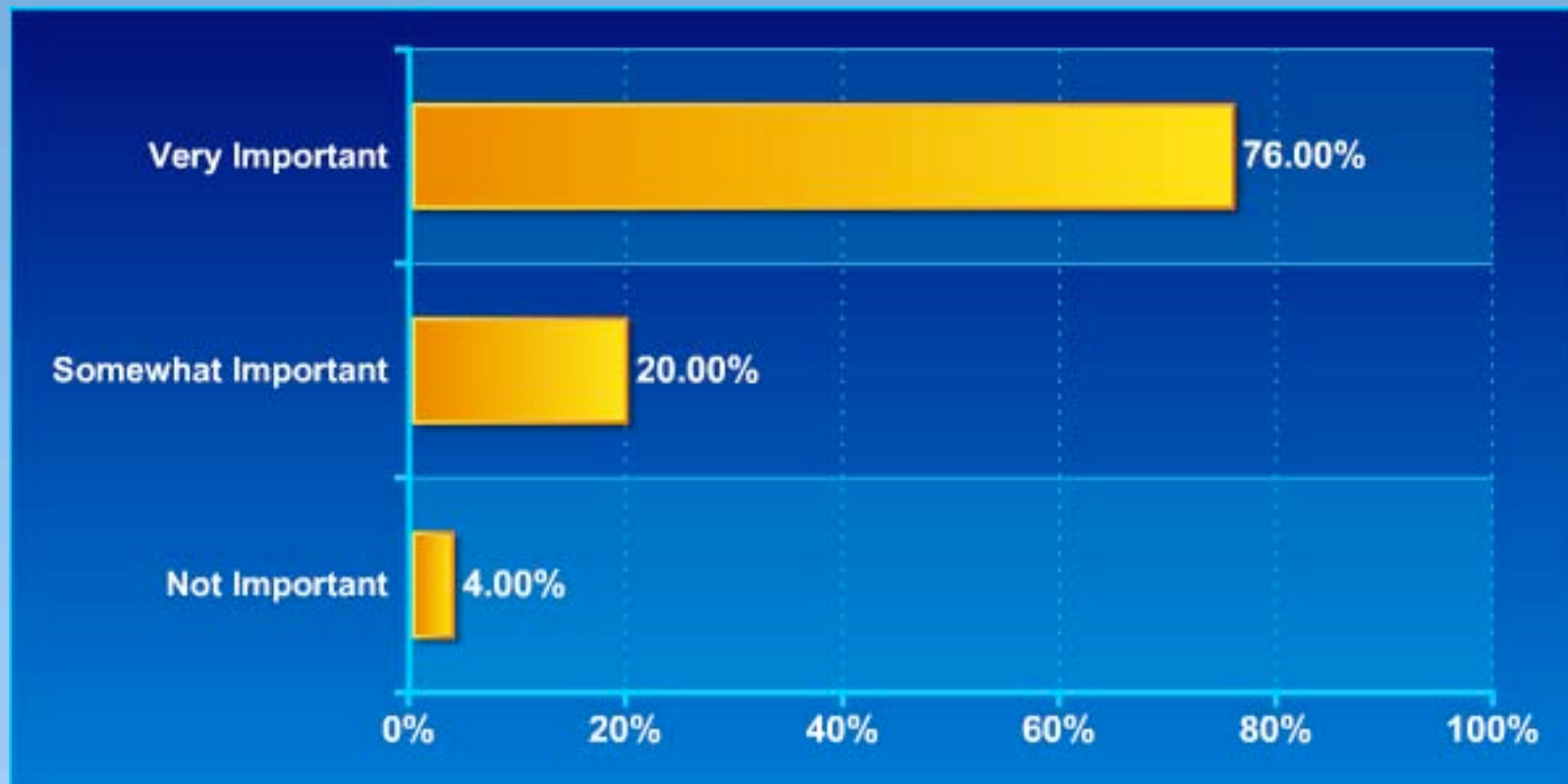
- ⦿ How important is it that a radio station is one you can listen to around children?
- ⦿ Women 25-54 with one or more children



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Family Safe

- ⦿ How important is it that a radio station is one you can listen to around children?
- ⦿ Women 25-54 with no children

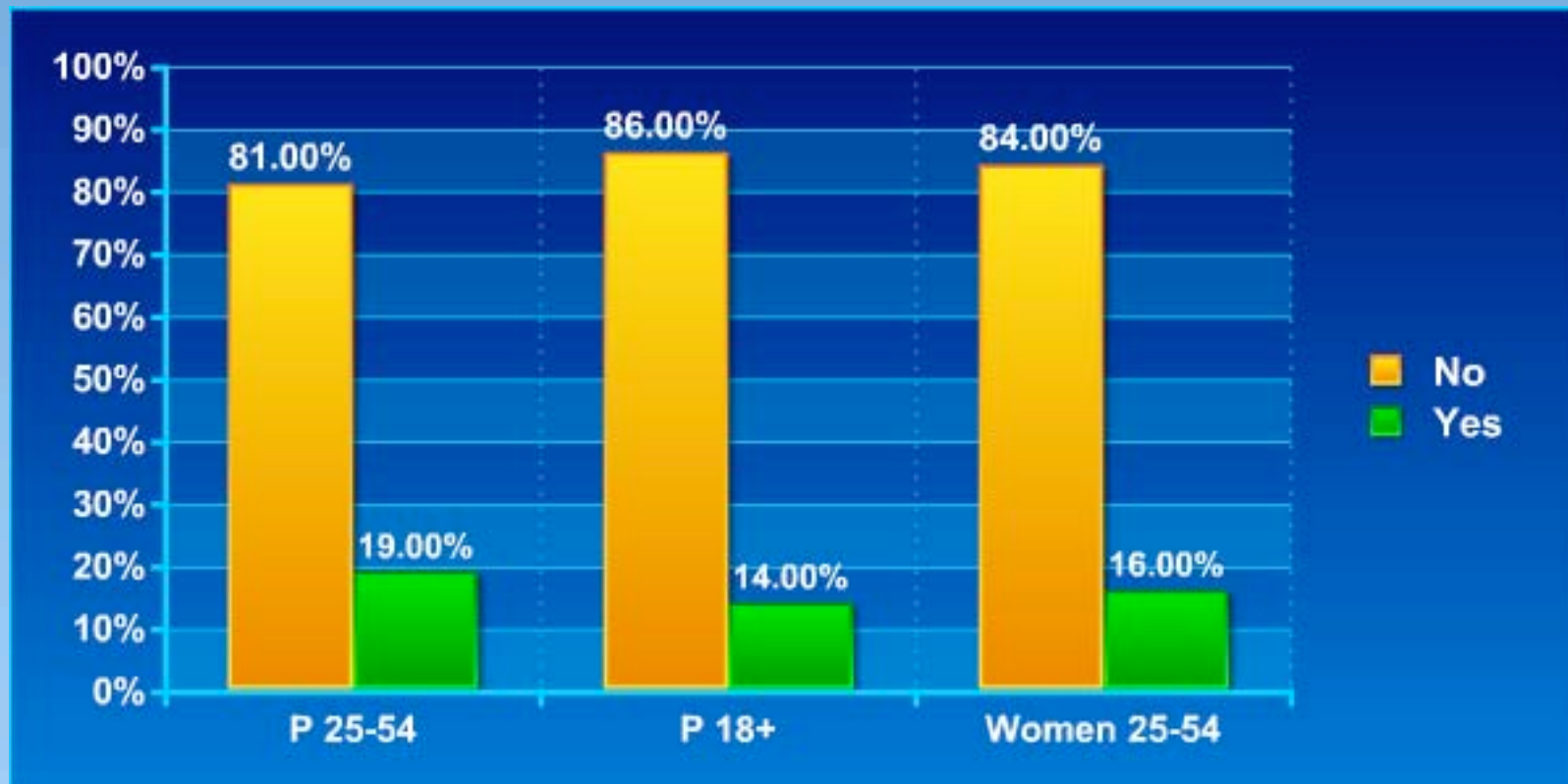


- Which age group within P25-54 valued “safe for the family” most?



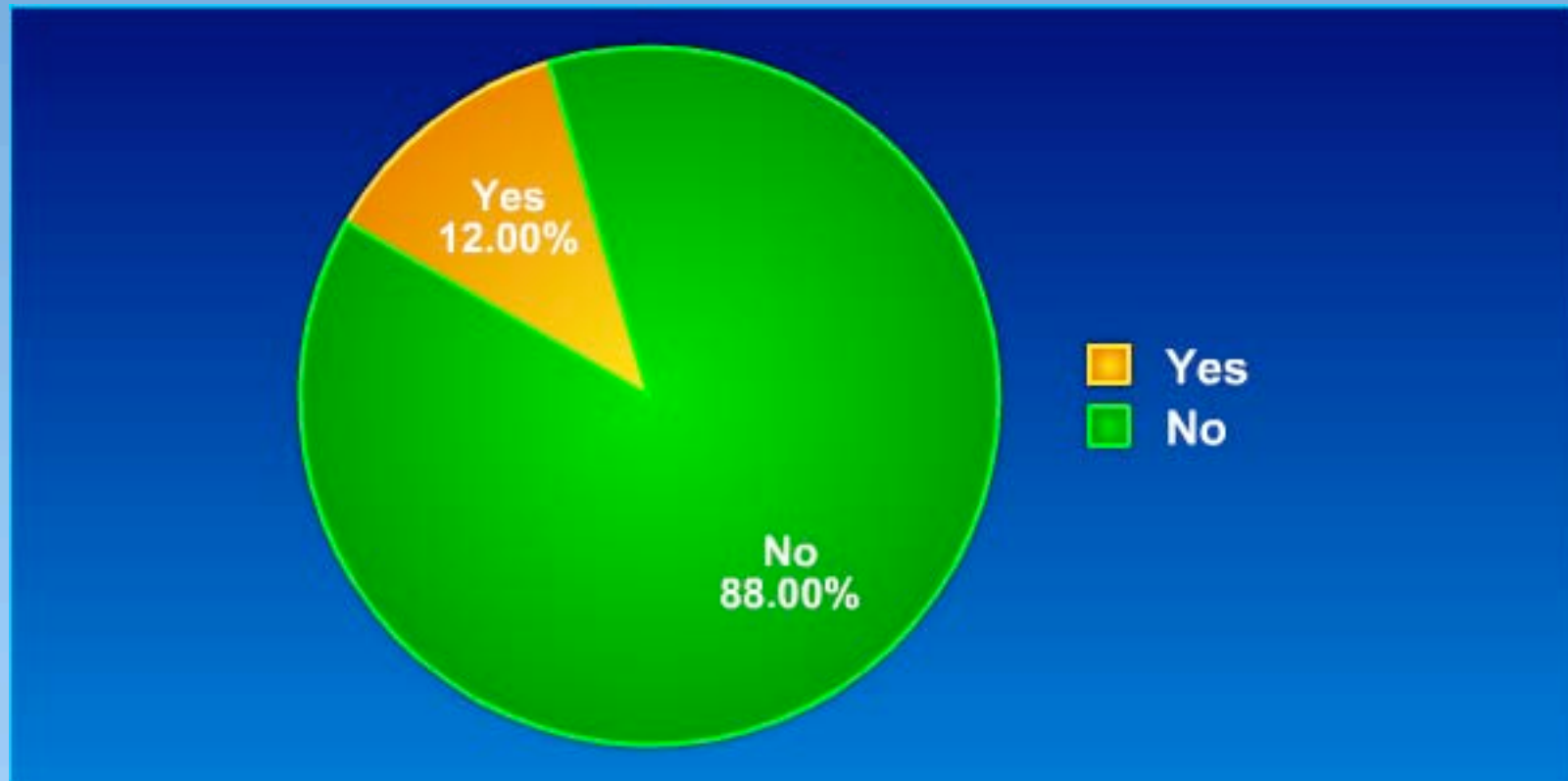
iPod Usage

Do you own an iPod or Mp3 Player?



Satellite Radio Usage

- ⦿ Listened to satellite radio in the last month
- ⦿ Persons 25-54



- ◎ 1:5 Christian listeners taken part in a radio stations at-work listening contest in the past year.



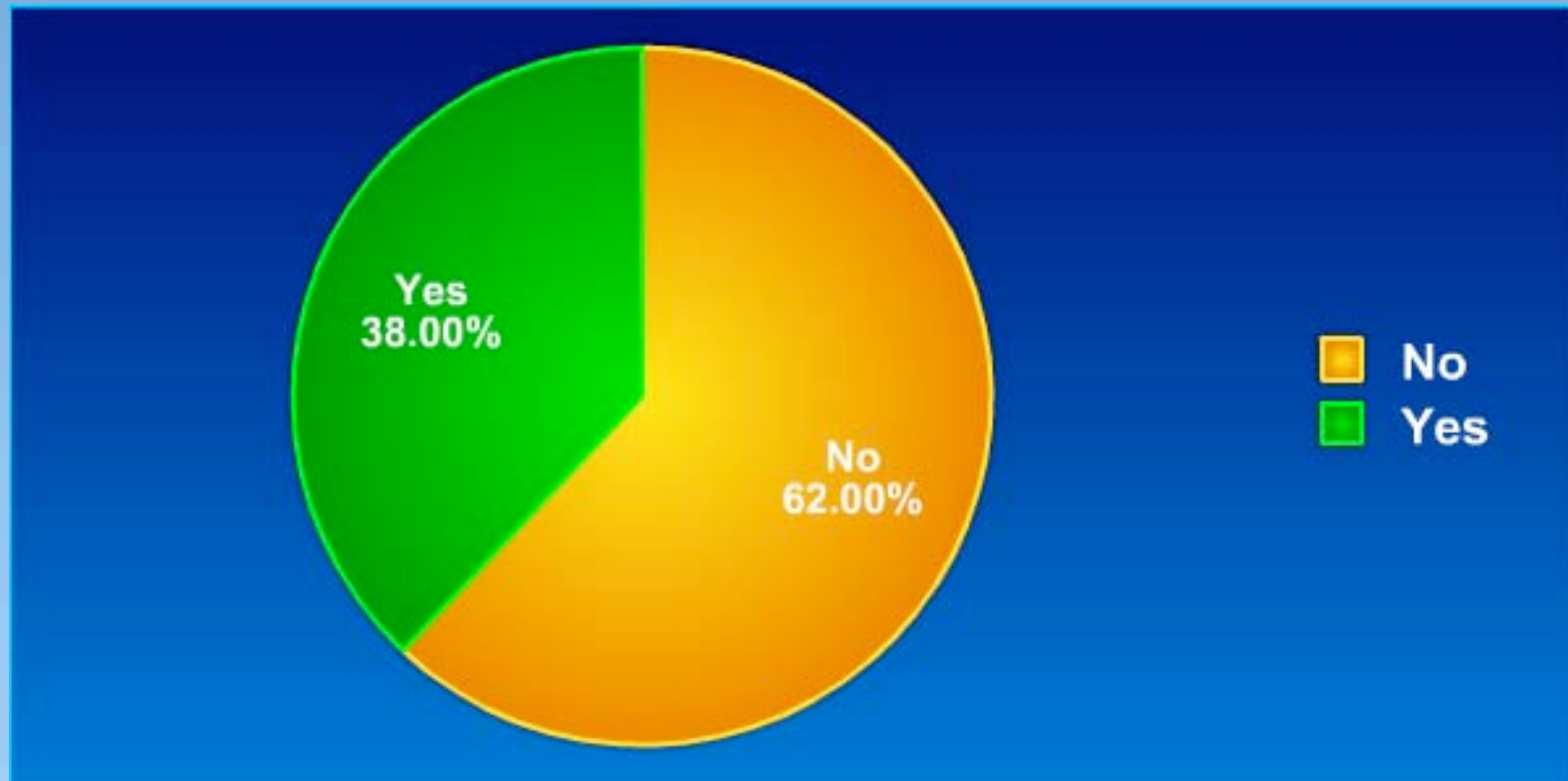
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Contests

- ⦿ What type of prizes do you prefer to win most?
- ⦿ Persons 18+



- ⦿ Have you ever pledged money to support a TV station (like PBS)
- ⦿ Persons 25-54



- ◎ Of those who have pledged money to support a TV station, 21% have pledged some amount in the last year.

- ⦿ Have *ever* pledged money to support a radio station?
- ⦿ Persons 25-54



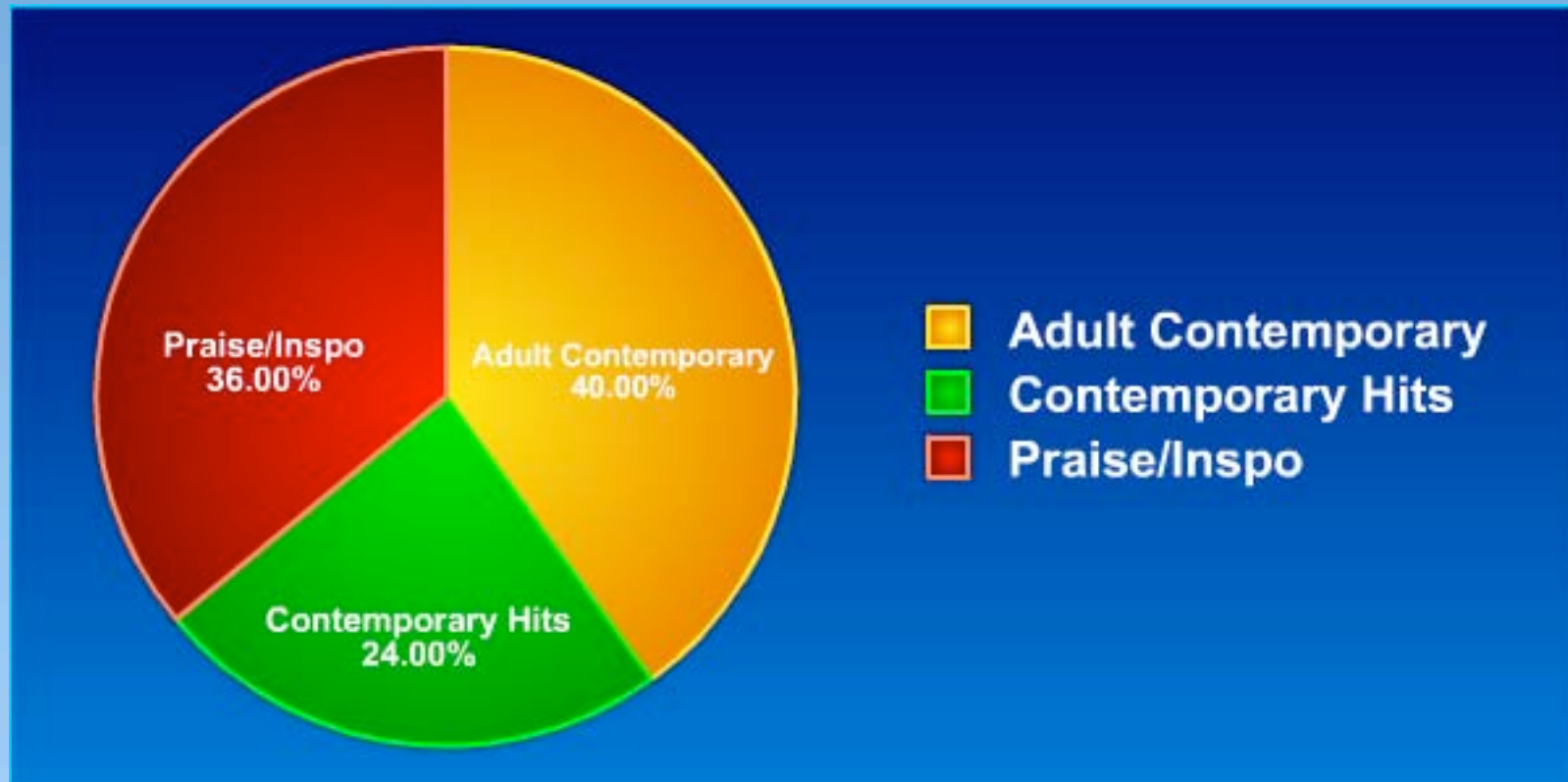
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- ◎ Persons 25-54 who have pledged to a radio station in the last 12 months:



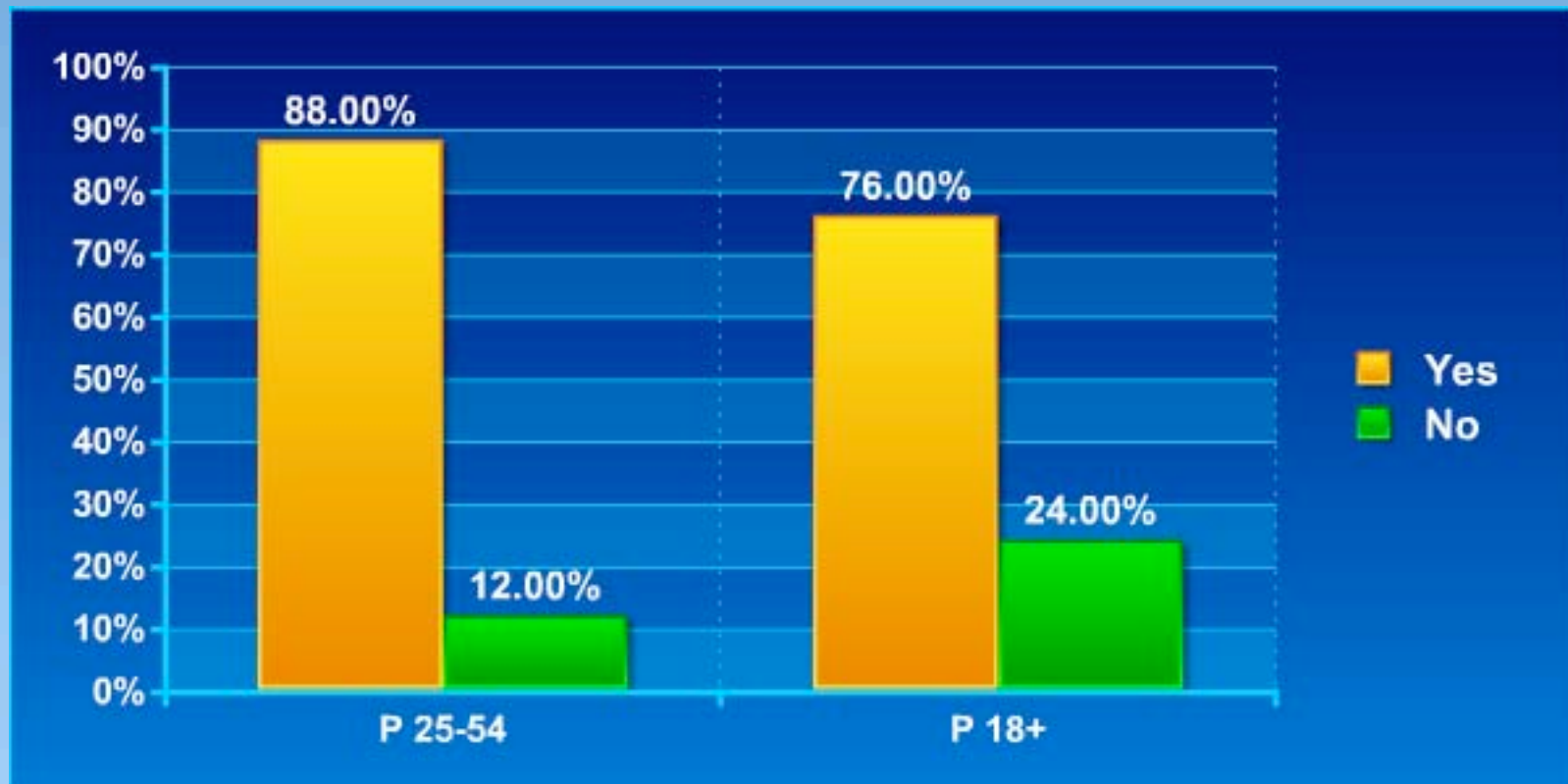
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◎ P 18+ who would consider pledging

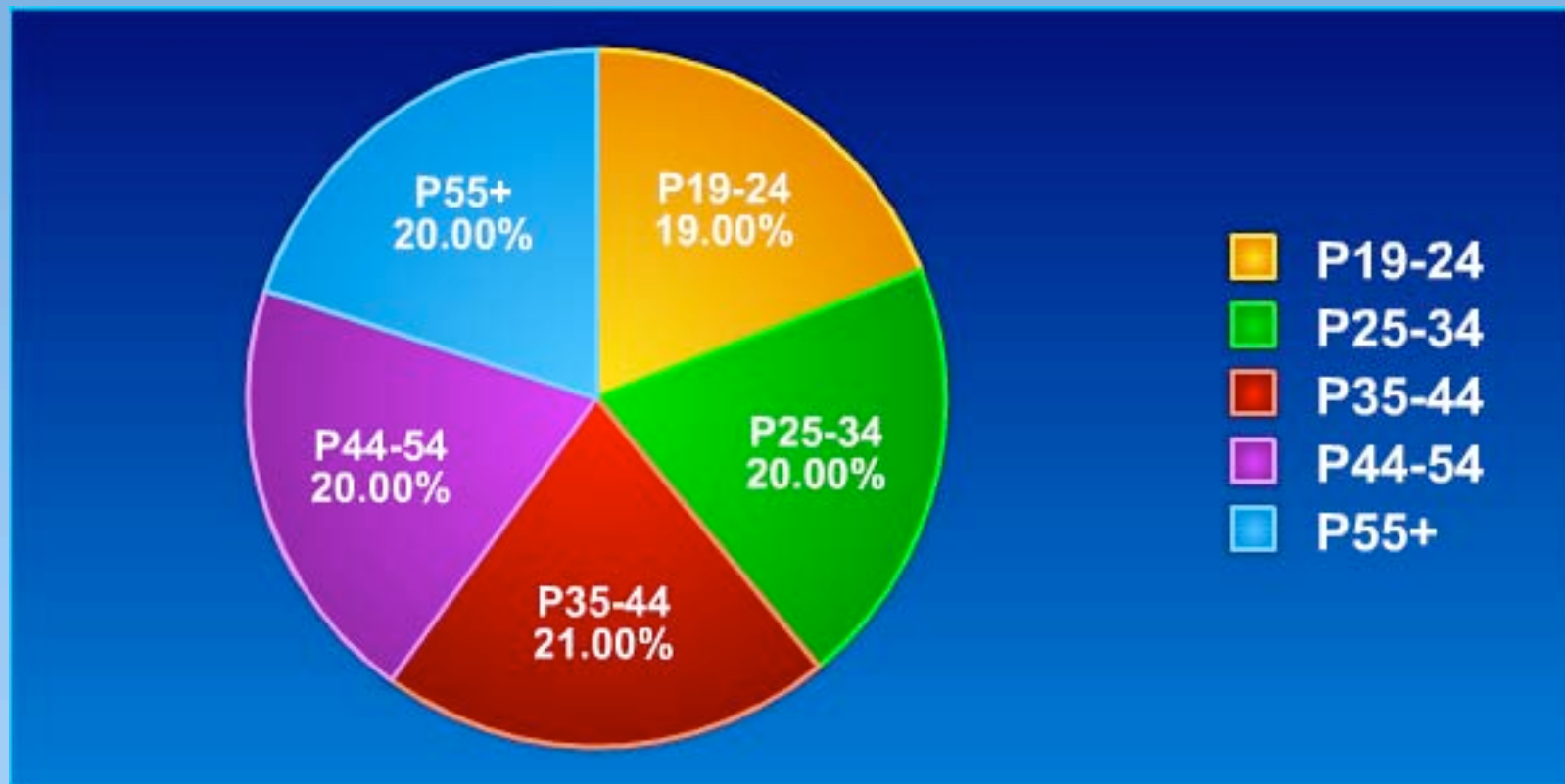


- ⦿ Is there a radio station in your area that asks for pledges or financial support from listeners?
- ⦿ 1:9 listeners to a non-commercial radio station said that there was not a radio station in their market who asks for pledges or financial support.

- Would consider financially pledging or supporting a radio station if they had programming that you liked very much?



- ⦿ Would you consider financially pledging or supporting a radio station if they had programming that you liked very much?
- ⦿ Demographic breakdown of those who said YES:



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